

Marketing PhD Program – Student Handbook

September 2024

INTRODUCTION

Welcome to the Marketing PhD program in the Terry College of Business at the University of Georgia! You are taking the first step in what will become a lifelong professional journey. Our goal is to prepare and work with you to excel as a marketing scholar and teacher. To achieve this goal, you will need to acquire the skills required to design, execute, and communicate novel, methodologically sound, theoretically-grounded research that addresses an important marketing topic.

The purpose of this handbook is to provide you with information regarding coursework (both required and elective), the first year research paper requirement, the second year comprehensive exams, and the dissertation. In addition, some general guidelines are offered for ongoing success in your doctoral study.

OVERVIEW

Marketing is a discipline that focuses on developing an understanding of a firm's customers, competitors, and channel partners. In particular, it seeks to specify relevant customers and to clearly identify how they make purchase decisions. This understanding then guides the firm in making strategic decisions that satisfy the customers' underlying needs.

Academic research in marketing is generally classified as belonging to one of three broad categories, two of which are particularly relevant to the Terry Marketing PhD program and represent substantive areas of interest: (1) consumer behavior, and (2) marketing strategy / quant. (Students will be familiarized with the third category – analytic modeling – but it is not a focal area of inquiry at Terry.) PhD students generally work in one of these two areas:

Consumer behavior (CB) research focuses on the study of individual consumers to better understand their behaviors (e.g., purchase choices), attitudes, and emotions. Theoretically, CB research draws heavily on cognitive and social psychology, although other lenses (e.g., sociology, anthropology) are sometimes used. Laboratory and field experiments are the primary methodological tools used by CB researchers.

Faculty members: Marcus Cunha, Piyush Kumar, Julio Sevilla, Jinjie Chen, Sarah Whitley, Charlotte Mason, John Hulland, Neil Bendle, Tatiana Dyachenko, Tari Dagogo-Jack

Marketing strategy / quant research focuses on firm and manager behavior, and can encompass a broad range of topics that include identifying firm marketing capabilities and resources (e.g., brands, consumer relationships, sales forces), examining organizational culture, or understanding the network of relationships that exist between suppliers and customers. Such research studies managerial decisions and their impact on brand, business unit, customer, firm, and sales force and salesperson performance. The methods employed by strategy / quant researchers are relatively diverse, and include use of archival data, surveys, web scraping, panels and experiments. Marketing strategy / quant research draws on foundational disciplines such as economics, management strategy, and statistics.

Faculty members: Sundar Bharadwaj, Son Lam, Anindita Chakravarty, Hua Chen, Pengyuan Wang, Elham Yazdani, Charlotte Mason, John Hulland, Neil Bendle, Tatiana Dyachenko

Unlike undergraduate or masters' programs, doctoral study involves substantial interaction between the student and faculty, particularly outside the traditional classroom setting. These interactions often take the form of working together on research projects, with the ultimate goal of producing publishable papers. Working together with faculty exposes you to their skills, abilities, and interests, and allows them to help support you as you develop your dissertation. This process of mentorship often continues throughout your doctoral study, and sometimes even beyond graduation.

Your early coursework will help familiarize you with both classic and emerging theories, methods, and domains of inquiry. As you progress through the doctoral program you will be increasingly challenged to apply this knowledge to research topics you select for study. The ultimate aim is for you to produce original research that makes a significant contribution to the field.

PRE-PROGRAM PREPARATION

Students admitted to the Marketing PhD program should have a strong understanding of fundamental statistics. Students focusing on marketing strategy / quant should also have a good working knowledge of calculus (at the level covered in a university freshman calculus class). Students who do not have these skills should plan to take a course (online or otherwise) during the spring or summer prior to joining the program (e.g., MATH 2250 (Calculus I), MATH 2260 (Calculus II)).

PROGRAM OF STUDY

Program Structure

During the first two years in the program, students are required to take various courses offered by both the Marketing department and other academic units within the University of Georgia. However, there is also flexibility for students to make course selections that align with their research interests.

Initially, the Marketing PhD Coordinator (currently Anindita Chakravarty) will serve as your advisor. As you continue your study, you should arrange (most typically during your second year) for another faculty member to serve as your "Major Professor." The PhD Coordinator and "Major Professor" are jointly responsible for approving the student's "Plan of Study." Eventually, the student will arrange for a tenure-track faculty member (usually tenured) to serve as dissertation supervisor (this is often the "Major Professor"). The student and dissertation supervisor work together to form a dissertation committee, which provides timely input to the student and ultimately is responsible for approving the dissertation. The dissertation committee should be formed no later than the end of the third year.

The program of study chosen by a Ph.D. student should reflect the interests of both the student and the faculty, and provide for opportunities to do meaningful research. The requirements for the Ph.D. degree are as follows:

- **COURSEWORK:** Completing a program of study according to the requirements set forth by the department.
- **FIRST-YEAR SUMMER PAPER:** Completing a research paper (due at the end of the first-year summer) and satisfactorily presenting it to the Marketing faculty.
- **COMPREHENSIVE EXAM:** Passing the written and oral comprehensive examination.
- **CANDIDACY:** Passing the proposal defense.
- **DISSERTATION.** Completing a dissertation that is defended to the faculty.

COURSEWORK

As indicated above, students enter into candidacy when they successfully complete their written and oral comprehensive exams between second and third year.¹ Pre-candidacy students must satisfactorily complete all Marketing doctoral seminars offered by the department (there are currently six). Satisfactory course completion requires a grade of B or better. Students must also attain at least 30.0 credits from courses they have taken prior to being admitted to candidacy.

Marketing Doctoral Seminars

- MARK 9450 – Seminar in Marketing Management
- MARK 9480 – Marketing Strategy II
- MARK 9550 – Seminar in Buyer Behavior
- MARK 9560 – Advanced Seminar in Psychological Models of Consumer Behavior
- MARK 9650 – Multivariate Statistics
- MARK 9700 – Marketing Models

Other than MARK 9650, the above courses are offered on an every other year basis. Students will take roughly half of these courses during their first year of study and the balance in second year.

Required Courses and Electives

Appendix A and B provide an illustrative overview of course sequencing for students admitted to the program. (Other required key steps on the path to degree completion are also noted.) In addition to the required marketing doctoral seminars, only first year students must complete a 1-credit GradFIRST seminar (GRSC 7001) during fall or spring of their first year. A list of open sections (with day, time, description, and CRN) will be posted on the GradFIRST website

¹ Officially, an application to candidacy (submitted to the UGA Graduate School) does not occur until a Marketing PhD student successfully completes their dissertation proposal defense (often scheduled in the third or fourth year of the program). However, for all practical purposes students are considered to have achieved candidacy upon successfully passing their comprehensive exams.

(<https://grad.uga.edu/index.php/gradfirst/>) and students are expected to talk with the coordinator to understand which section to take. This is a 1 credit course with roughly 4 classes a semester.

Students will normally take 12 credits of coursework per semester in their first two years, which includes both required and elective courses. The listed electives (see Appendix B) are ones that have been most typically taken in the recent past by our marketing PhDs, but the final choice of courses taken by an individual student will depend upon their research interests, faculty recommendations, and course availability.

Other Pre-Candidacy Program Requirements

(1) Marketing Department Workshops, Presentations, and Guest Speakers

The Marketing Department schedules outside guest speakers throughout the year. Marketing PhDs are expected (whenever possible) to attend these talks, as well as any dissertation proposals or defense presentations made by fellow Marketing PhDs. The department will also schedule meetings between the Marketing PhDs and both prospective faculty and Marketing PhD program applicants. While occasional absences due to unavoidable circumstances (e.g., teaching conflicts) are understandable, regular absences are strongly discouraged. The student is asked to notify the Graduate PhD Coordinator if s/he is unable to attend a specific talk or meeting with an outside visitor.

(2) Research Assistantships

PhD students will be assigned to various faculty members (one or two per semester) during their first and second year of study. These assignments are expected to involve about 17 student hours per week throughout each semester. The exact duties and requirements of this assignment are set by the faculty member(s) involved. Faculty are assigned based on a match between the student's interests and the faculty interests. These assignments will be made by the Graduate Coordinator in consultation with both students and faculty. The intent of these assignments is to expose the student to different topics and styles of conducting research, and to encourage student – faculty research collaboration.

The role of the faculty member(s) is to engage the student in research projects and help them develop their research skills. It is the student's responsibility to get in touch with his or her faculty member and to schedule regular (e.g., weekly) meetings at mutually acceptable times. The faculty member(s) can also help guide the student in dissertation committee development, particularly the selection of a suitable Chair ("Major Professor"). More details about research assistantships and expectations are provided in Appendix C.

FIRST-YEAR SUMMER PAPER

A major success factor for a student's development, placement, and career success is publications. Students need to develop their ability to conduct and publish research. To facilitate this end, The Marketing Department requires all students to write and present a first year summer paper. The purpose of this paper is to demonstrate to the faculty the student's ability to identify and execute a

high quality research project, resulting in the delivery of a manuscript and subsequent presentation of the work. The paper can be either conceptual or empirical in scope, but should be based primarily on the student's own work (rather than a project initiated by a faculty member).

The deadline for submitting the written paper is August first week at the end of the summer between the first and second years in the Marketing PhD program. The paper will be circulated to all tenure track Marketing faculty for review and comment. The student will then present the paper in a one hour session to all faculty who wish to attend. This presentation is typically scheduled two to four weeks after the paper submission deadline. Following the presentation, the faculty will vote on whether or not the paper is of acceptable quality. If this vote indicates that the paper is not acceptable, the student may be asked to revise the paper and/or take other remedial steps.

COMPREHENSIVE EXAMS

Program of Study

A final program of study must be submitted to the Graduate School by the time the Graduate School is notified of the Oral comprehensive exam. Please note that the GRADFirst seminar has to be included in your program of study (if you are an incoming student in 2022 or after). The program of study must contain at least 30 hours of credit.

Comprehensive Exams (Written and Oral)

The purpose of the comprehensive exams is for the student to demonstrate to the faculty a mastery of the literature in the areas the student has identified as being most important to their immediate research endeavors. Mastery of the literature entails knowledge of the key papers in the area, an ability to synthesize, compare and contrast theories from different authors, and identify holes in the current body of research where contributions might be made.

The comprehensive examination process includes both a written and an oral component (both are required by UGA). The written component involves the completion of a second year empirical paper.² The guidelines for this paper requirement are as follows:

- a) The quality of the submitted empirical paper should be at or close to a journal submission-ready level. Typically, journals accept the following format for articles. The article begins with the motivation, contextual background, importance of the problem to managers and your research question. The next section provides the literature review, theory and conceptual framework including all hypotheses. After this, data, method and results are provided. The article wraps up with discussion and insights, future research and limitations. For the oral presentation, it may also help to provide 1-2 slides about where you intend to take this stream of research. You should of course discuss the presentation with the faculty you are working with and get their approval as well;

² In general, we require students to submit an empirically-based paper. However, under special circumstances students may submit a conceptual or review paper instead. The final decision on this issue will jointly be made by the graduate Marketing PhD coordinator and the members of the student's examination committee.

- b) During the summer semester between second and third year, students will submit a draft version of their paper typically early July before the Fall semester for initial feedback from all faculty willing to provide it;
- c) The final paper will be due in two weeks before the oral comps is scheduled.
- d) Final determination of whether a student passes or fails the written portion of comps will be made by the examining committee members (see below).

The Graduate Coordinator in consultation with the student will designate an oral exam committee consisting of at least three Marketing faculty, all of whom are members of the Terry Graduate Program Faculty. The examining committee members are often faculty who are most familiar with the student's research. The Graduate Coordinator will also usually be a member of the examining committee.

If the committee deems the submitted draft to be worthy of the next step, then the oral exam component can be held. Students must complete the G138 form (Program of Study) and G130 form (Graduate Committee) on Gradstatus on their own. Students must work with the Graduate Coordinator to notify the Graduate School at least two weeks in advance of the oral exam. (UGA requires that an "Announcement of Doctoral Oral Comprehensive Exam" form be completed online by the Graduate Coordinator at least two weeks prior to the scheduled exam date.) The oral portion of comps should be scheduled (for 75 minutes) as close to the start of the Fall semester of the 3rd year as is feasible.

The oral exam will focus on the comprehensive paper, which should ideally be a manuscript that is close to journal submission. The faculty has the liberty to ask questions on the student's research to date, or any other topics the faculty feels are appropriate to judge the student's readiness to embark on a dissertation. Typically, the student will make a detailed presentation of the empirical manuscript.

A student's overall performance on the comprehensive exam will be graded as a Pass, Conditional Pass, or Fail. Students receiving a "Conditional Pass" grade may be required to complete additional coursework or other tasks in order to satisfactorily address the deficiency in one area. Students receiving a "Fail" grade may be asked to leave the Program or rewrite the exam at a later date.

CANDIDACY AND DISSERTATION

Formal completion of a dissertation involves two key steps: (a) successful completion of a dissertation proposal, which makes the students an official PhD Candidate and (b) successful completion of a dissertation defense. In order to complete these steps, the PhD student will need to first form a dissertation committee.

Dissertation Committee

Formation of the dissertation committee typically begins with the identification of an appropriate Chair (i.e., the "Major Professor"). This individual will work with the student to define the scope

and execution of the dissertation work, and will provide guidance regarding other faculty to add to the committee. Members are often chosen to provide different perspectives on the research (e.g., methodology, theory). Students should carefully manage leveraging the knowledge of their committee members. This is a valuable opportunity to take advantage of each member's specific strengths.

In Marketing, the dissertation committee must be made up of at least three faculty members (including the Chair). At least three committee members must be members of the Graduate Program Faculty from Marketing. The student can also request either a non-Terry but Graduate Program Faculty of UGA or someone from another university as the fourth member.

It is the responsibility of the candidate to manage expectations of the entire committee throughout the dissertation process. It is recommended that the candidate discuss a communication plan with each member of the committee. The communication plan may vary amongst committee members, depending on their role.

Dissertation Proposal

In the fourth year of the program, the student is required to complete a dissertation proposal defense (typically about 75 minutes in length), which involves a detailed description of the specific dissertation project to be undertaken, including a thorough review of the appropriate literature, the specific research questions/outcomes, the research methodology to be used to collect and analyze data, and the expected academic and practical contributions of the research. Dissertations in Marketing at Terry often take the form of three "essays" (papers). In these cases, the proposal should describe all three essays in some detail.

A proposal document should be sent to members of the dissertation committee at least two weeks prior to the proposal defense date to ensure that they have sufficient time to review the proposal. Within the two-week timeframe, committee members may submit comments to the student (and her/his Chair) to help refine the presentation. The student is responsible for reserving a room and setting up a convenient time for the defense. The "Dissertation Proposal Defense" should be announced to members of the Marketing department (both faculty and PhD students) at least one week prior to the date of the defense.

Following the student presentation, the Chair and other dissertation committee members will vote to approve or not approve the dissertation proposal. If the proposal is not approved, the student will have to schedule a new proposal defense at a later date. Approval of the dissertation proposal is a contract with the student that signifies that the members of the committee believe that the proposal describes a feasible dissertation project, which, if completed as proposed, would satisfy the requirements of a PhD dissertation. If proposal changes are made during or following the defense, they should be clearly documented (e.g., creating an addendum or rewrite the proposal). Such changes should be shared with all committee members and approved by both the Chair and any other committee member wanting to review it. Similarly, if changes are made during the execution of the dissertation research, they should also be documented and shared. Doing so ensures that the student and the committee clearly agree on what the dissertation will undertake and accomplish.

Dissertation Defense

Once the dissertation work has been completed, and the student and her/his Chair agree that a final dissertation defense date can be scheduled, the student should find a time convenient for all members of her/his committee to attend the defense and then reserve a room for two hours. This must be done at least two weeks before the proposed defense date. The Graduate Coordinator will formally submit online an “Announcement of Doctoral Defense of the Dissertation.” (This is an official UGA requirement.) The student should also plan to send the dissertation document to her/his committee at least two weeks prior to the defense.

Following the student’s presentation, which all Marketing faculty and PhD students are invited to attend, members of the dissertation committee vote to approve or not approve the dissertation. Both the oral dissertation defense and the written dissertation are evaluated by the committee. Committee members can approve the dissertation as is, ask for further refinements, or not approve. All committee members (as well as the Graduate Coordinator) must ultimately sign off on the dissertation in order for it to be successfully defended.

Students should not assume that they will be able to schedule a summer defense, because faculty may not be available. Students must also be registered for at least three hours of credit in the semester in which they complete their degree requirements. Finally, students wishing to formally graduate in May should plan to schedule their dissertation defense no later than early April to ensure that all required paperwork will be completed in time.

ANNUAL REVIEW AND PROGRAM DISMISSAL

Annual Review Process

At the end of each academic year, a review will be made of each individual student’s progress in the PhD Program. This review is conducted by the Graduate PhD Coordinator, and is based on course grades, teaching evaluations (where relevant), and input from faculty (both assistantship mentors and course instructors). The review begins with a student’s completion of the *Student Progress Report and Plan*, as well as the solicitation of performance feedback from faculty. The PhD Coordinator then meets with the student to discuss her/his overall progress, to identify particular strengths and areas for improvement, and to review plans for the coming year. Following the meeting, the PhD Coordinator will provide the student with a written document that summarizes this feedback.

One key element in the review process is the *Summary PhD Student Evaluation Form*, a document that summarizes how the Marketing faculty perceive each student’s performance in three key areas: scholarship, teaching, and citizenship. The *scholarship* assessment is based on research-related activities such as research assistantship performance, presentations, working papers, papers under review, publications, and awards. The *teaching* component, where applicable, is based primarily on teaching evaluation reports (when the PhD student is the primary instructor) or faculty comments (for teaching assistantships). Finally, the *citizenship* assessment is based on faculty judgments of a student’s willingness to take on departmental responsibilities (e.g., exam proctoring, sales competition assistance), to attend department events (e.g., talks), to be collegial with fellow

students, and to provide service to the broader marketing community. Each student will be given a score, from 1 to 5, on each of the three components.³ These will then be combined to yield a weighted overall performance score.⁴

Program Dismissal

Although uncommon, PhD students are occasionally asked to leave the program as a result of unsatisfactory performance. PhD students may be dismissed from the Marketing PhD program when any of the following four situations have occurred:

1. The student's cumulative graduate course average falls below 3.0 for three consecutive terms. As outlined in the Graduate Coordinator's Handbook, "Students with a cumulative graduate course average below 3.0 will receive a warning letter from the Graduate School explaining the probation procedure. If a student's graduate course average is below 3.0 for two consecutive terms, the student will be placed on academic probation by the Graduate School. The student must maintain a 3.0 graduate course average each semester while on probation. Probation status ends when the student's cumulative graduate course average reaches at least 3.0. If the semester graduate course average drops below 3.0 while on probation, the student will be dismissed from the Graduate School."
2. The student obtains an unsatisfactory average score on the department's annual *Summary PhD Student Evaluation Form* for any one academic year. As noted above, this rating is provided by the PhD Coordinator, based on input from the faculty with whom the student is working and/or takes courses.
3. The student receives a "Fail" on the written or oral component of his/her comprehensive exam. The student may be asked to leave the Program immediately, or given an opportunity to rewrite the exam at a later date. This latter determination will be based on the outcome of a vote by all tenure-track Marketing faculty. If the student is given the opportunity to retake the comprehensive exam and again fails, s/he will be dismissed from the Marketing PhD program.
4. The student is found guilty of academic dishonesty or other misconduct by the Office of Judicial Programs. As outlined in the Graduate Coordinator's Handbook, "Hearings on alleged violations of university conduct regulations fall within the jurisdiction of the Office of Judicial Programs (<http://www.uga.edu/judicialprograms/>). Violations of conduct regulations include, but are not limited to, academic dishonesty, falsification of university records, unauthorized entry into or use of university facilities, and theft. When instances of alleged misconduct arise, the faculty or staff member involved should report the incident to his/her department head. The head of the department and the faculty or staff member should write to the Office of Judicial Programs of the alleged misconduct. The Office of Judicial Programs, following its own

³ These ratings range from 1 ("significantly below expectations") to 3 ("meets expectations") to 5 ("significantly exceeds expectations").

⁴ What is deemed "reasonable" or "expected" for first and second year students will obviously be different than for third, fourth, and fifth year students, and the component ratings will reflect this. Furthermore, the components will be weighted differently across the years. For first year students, scholarship will represent 90% of the final rating and citizenship 10%; for second year students the weights are 80% scholarship, 10% teaching (assistantship), and 10% citizenship; and for third year (and beyond), the weights are 70% scholarship, 20% teaching, and 10% citizenship.

procedures, will hold hearings to determine guilt or innocence and will send written notification to the department, the faculty member, and the Graduate School of the decision in the case.”

TEACHING

The ability to teach is an important skill integral to a successful academic career, and many potential academic employers look for tangible evidence of classroom success. As a result, we require all of our PhD students to teach one course per year (typically two sections in the same semester), as part of their assistantship. Marketing PhDs normally begin their course teaching in the fall or spring semester of their third year, but in extreme cases may be asked to teach in the spring semester of their second year (due to department teaching demands).

Graduate Teaching Seminar (GRSC 7770)

All PhD students must take the Graduate Teaching Seminar (GRSC 7770) prior to acting as teaching assistants (TA) or teaching their own course(s). Typically, this seminar will be taken in the first year of PhD study. Marketing students are encouraged to take the section of this course offered within the Terry College of Business where possible, but other (non-Terry) sections of GRSC 7770 are also acceptable.

Teaching Assistantship (TA)

During a semester prior to the student’s first course teaching assignment (usually the semester immediately before), s/he will be assigned as a course TA to a faculty member. It is expected that the student will sit in on all of the class sessions, that the professor will provide an opportunity for the student to teach at least one session during the semester, and that the student will be involved with grading assignments and/or examinations for the course. The professor should provide written feedback (an email will do) to the graduate coordinator about the student’s performance as an instructor.

Course Teaching

Detailed information for PhD students relating to course design and delivery can be found in the “Marketing Department Handbook of Useful Teaching Information – Doctoral Student Edition.” This document discusses course preparation (e.g., syllabus design), class management, grading, and other miscellaneous issues. Students are advised to read this material in advance, and – prior to their first course teaching assignment – to work with the PhD Graduate Coordinator and/or another faculty member to prepare the course.

At least once during the first semester the student teaches, s/he will be observed teaching in the classroom by a faculty member in the department. Most typically this will be the PhD Graduate Coordinator. If it is done by another faculty member, an assessment of the student’s classroom performance classroom, highlighting suggestions for improvement, will be given to both the student and the PhD Graduate Coordinator.

OTHER IMPORTANT TOPICS

Residence Requirements and Graduation

Students are required to have 30 hours of continuous graduate course work prior to graduation. Typically, Marketing PhDs will be registered full-time for Fall and Spring semesters, ensuring that this requirement is met. (Summer semester registration is optional.) Breaks in this continuous period must be approved by the Dean of the Graduate School *in advance*. An application to graduate needs to be submitted two weeks prior to graduation.

Institutional Review Board

Any student using human subjects must clear their research through the Institutional Review Board (IRB) of the Office of the Vice President of Research. This must be done before any data are collected. Failure to do this jeopardizes completion of your degree. PhD students are not permitted to make their own IRB submissions. Instead, students should work with their faculty to jointly prepare and submit IRB applications.

Annual PhD Funding Support

Students in the Terry Marketing PhD program will be allocated an annual research/travel budget, with the amounts varying by year, as shown below in Table 1. This allocation has both a travel and a research component.

Table 1

PhD Student Funding, by Year in Program

Year in Program	Travel	Research	Total
1	\$1,000	\$1,000	\$2,000
2	\$1,500	\$1,500	\$3,000
3 / 4 / 5	\$2,000	\$2,000	\$4,000

Importantly, these amounts represent maximums. For most expenditures, students will need to obtain approval from the PhD Program Coordinator (currently Anindita Chakravarty) and/or the Department Head (currently John Hullah). Funds that are not used in a given academic year will not be carried over. We will not encourage use of research funds for travel unless the student can demonstrate clearly why the funds are better used for travel.

In addition to the above, the Marketing department currently supports doctoral student participation in the annual Southeastern Marketing Symposium. The department will also cover expenses for the student chosen as our representative to the annual AMA-Sheth Doctoral Consortium, Haring Symposium and Marketing Strategy Consortium.

Conference and Consortium Travel

- First year students may only attend one conference using budget funds, whereas upper year students may attend one or more within an academic year.
- In general, students are expected to present a competitively reviewed paper (not a poster). However, there are two exceptions to this. First, first year students are normally unable to submit competitive papers, so they will be allowed to attend without presenting. Second, so long as an upper year student presents their research at one major conference within the academic year, they can attend additional major conferences without presenting.
- The department considers Winter AMA, Marketing Science, ACR, AMS, and SCP to be major academic events. These events provide opportunities for students to present their work and receive feedback, to develop their professional networks, and to be exposed to other researchers' ideas.
- If a student wants to attend some other specialized conference that is not included in the above list, the student must be presenting at the conference. Furthermore, they must submit a 1-page proposal with conference description, presentation abstract, co-author(s) contact information and estimated travel expenses to the PhD coordinator and department head (See Appendix D for more information on the proposal template). Note that this additional funding is not guaranteed.
- We cannot guarantee funding for international conferences; these can only be decided on a case-by-case basis.
- It is important to minimize travel costs as much as possible. Where feasible, students are expected to share hotel rooms, cabs, Uber/Lyft, and vans or cars (if driving distance).
- Students in 3rd, 4th or 5th year must also apply to the UGA Graduate school for travel grants. All information about travel dates and proposal deadlines is available at <https://grad.uga.edu/funding/travel-grants/>. Applicants must have completed 5 semesters in the program with a GPA of 3.5 or better. Awards are limited to one per student per fiscal year typically for dissertation related presentations. The deadlines to apply are quarterly – generally the first week of Dec., March, June and Sept. for travel the following quarter. Applications should be submitted to the Department Admin person, who will upload them. Students should also explore other external funding sources (e.g., AMA SIGs, ISBM, OFR) whenever possible.

Travel Grants for Doctoral Students:

The UGA Graduate School has funds available – on a competitive basis – for graduate students presenting papers at conferences. Applicants must have completed 5 semesters in the program with a GPA of 3.5 or better. Awards are limited to one per student per fiscal year typically for dissertation related presentations. The deadlines to apply are quarterly – generally the first week of Dec., March, June and Sept. for travel the following quarter. More information is available at: <http://grad.uga.edu/index.php/current-students/financial-information/travel-funding/>. Submissions must be made through the Marketing department admin assistant.

Additional information relating to the department's financial support for doctoral student travel is spelled out in the "Marketing PhD Travel Policy" document.

Research and Publication Expectations

Aside from the completion of the first-year summer paper and the comprehensive written exam paper at the end of year two, there are no specific deadlines in place for doctoral student research productivity. However, the following list provides an indication of some reasonable expectations regarding research output:

- Conferences - Beginning in year two, the PhD student should plan to annually submit at least one paper to a national conference (e.g., ACR, AMA, AMS, Marketing Science).
- Working Papers - Beginning in year two, the PhD student should have at least one substantive working paper, increasing to two in year three, and three or more in years four and five.
- Papers – No later than the spring semester of year three, the PhD student should plan to submit a paper based on their research to a high quality refereed journal. The student should also plan to have another paper under review at a top refereed journal (e.g., *JM*, *JAMS*, *JCR*, *JMR*, or *Marketing Science*) by the end of year four.
- Dissertation - After her/his fourth or fifth year in the program, the PhD student should have completed the dissertation.

The development of a strong research and publication portfolio is critical to your success on the job market. A good time to begin building this portfolio is when you first begin the program, particularly since getting papers through the review process and published in top journals can take several years. In general it is a good idea to write term papers for your doctoral seminars that can subsequently be refined and further developed towards journal submission. You are encouraged to discuss this with the faculty to whom you have been assigned, the course faculty, and the PhD Graduate Coordinator.

Faculty co-authorships are encouraged. Faculty can help answer authorship questions, assess the intellectual merit of your work, and guide its overall contribution. Their experience with the publication process can also prove invaluable to successfully navigating the review process. Similarly, students will find it valuable to participate in a reviewing capacity (e.g., trainee reviewer, conference reviewer, conference note taker) as opportunities arise.

To help prepare you for the job market and hone your research presentation skills, we expect each student in third year and beyond to give one "in-house" research talk per year, starting in year three. Typically these presentations will be scheduled for about 20 minutes per student (i.e., in line with most conference presentations). All Marketing faculty and PhDs students will be invited to attend these talks.

Please note that financial support throughout the program is contingent on satisfactory annual progress being made. This is particularly true for the fifth year, when the Terry College will only financially support those students who have made demonstrable research progress (e.g., published papers, papers under review). Note: all Marketing doctoral students are expected to help proctor MARK 3000 final exams.

APPENDIX A
Typical Course Sequencing

	Fall	Spring	Summer
Year 1	<ul style="list-style-type: none"> • Mandatory Marketing Seminar (s) as available • 2 or 3 elective courses • Mandatory GRSC 7001 as available (1 credit) <p>Total 13 credits if GRSC 7001 is included</p>	<ul style="list-style-type: none"> • Mandatory Marketing Seminar (s) as available • Graduate Teaching Seminar (GRSC 7770) • 2 or 3 other elective courses • Mandatory GRSC 7001 as available (1 credit, only if you did not take it in Fall due to unavailability) <p>Total 13 credits if GRSC 7001 is included</p>	First Year Paper
Year 2	<ul style="list-style-type: none"> • Mandatory Marketing Seminar (s) as available • 2 or 3 elective courses <p>Maximum of 12 credits</p>	<ul style="list-style-type: none"> • Mandatory Marketing Seminar (s) as available • 2 or 3 elective courses <p>Maximum of 12 credits</p>	Comprehensive Examination
Year 3	Dissertation Research (Register for 12 credits)	Dissertation Research (Register for 12 credits)	Dissertation Research
Year 4	Dissertation Research (Register for 12 credits) Dissertation Proposal Defense	Dissertation Research (Register for 12 credits) Dissertation Proposal Defense if not completed in Fall	Dissertation Research
Year 5	Dissertation Research (Register for 12 credits)	Dissertation Research (Register for 12 credits) Final Dissertation Defense	

APPENDIX B

Non-Marketing Courses

Consumer Behavior

Highly Recommended Electives By Students

Course #	Course Name	Notes
PSYC 6420 or ERSH 8310	Advanced Experimental Psychology, ANOVA	Take as soon as possible. Students prefer the PSYCH course. Requires permission of instructor.
PSYCH 6100	Cognitive Psychology	Offered every year. Requires permission of instructor.
PSYCH 6430	Regression with R	Offered every year. Requires permission of instructor.
PSYCH 6200	Advanced Social Psychology	Offered every year. Needs permission by instructor. Useful in second year.
MIST 9770	Research Methods	Very Useful in 1 st year
SOCI 6330	Applied Methods for Social Sciences	Very Useful in 1st year, detailed mediation moderation analysis

Potential Electives (not an exhaustive list)

- Qualitative Research Designs (QUAL 8400, QUAL 8410)
- Mixed Methods Approaches (QUAL 8574)
- Judgement and Decision Making (PSYCH 8240)
- Research Design in Mass Communication (JRMC 9020)
- If interested in Mixed Methods, then MGMT 9620 is useful for econometric methods (recommended in 2nd year)
- Theories of Social Psychology
- Sensory Psychology
- Biological Foundations of Behavior
- Introduction to Industrial Psychology / Seminar in Industrial-Organizational Psychology
- Cognitive and Affective Bases of Behavior
- Sociology of Gender
- Sociology of Race and Ethnicity
- Personality and Social Structure
- Role, Self and Identity

- Sociology of the Family

Note: Specific courses and sequencing of courses subject to change.

Marketing Strategy / Quant

Highly Recommended Electives by Students

Course #	Course Name	Notes
MIST 9770	Research Methods	Very Useful in 1 st year
ECON 8070	Statistics for Econometrics	Should be offered every year. Recommended in 1 st year.
ECON 8080	Statistics for Econometrics	Should be offered every year. Recommended in 1 st year.
ECON 8110	Econometrics I	ECON 8080 is a pre-requisite.
MIST 9777	Big Data Research	If available, recommended in 2 nd year though 1 st year is okay as well.
MIST 7635	Applied Machine Learning	Uses R, helps if you have taken ECON 8080
MGMT 9620	Econometrics for Strategic Management	Take in first year if offered. Otherwise take in second year.
POLS 8500	NLP methods	Very Applied and Useful for scraping and text mining.

Potential Electives (Not an Exhaustive List)

- ECON 8120 (Econometrics II, more theoretical than applied use of maximum likelihood estimators)
- ECON 7720 (Applied Machine Learning, 1.5 credits)
- Advanced Research Methods for Publishing (MGMT 9630)
- Time Series Econometrics (ECON 8130)
- Introduction to Structural Equation Modeling (MGMT 9610)
- Introduction to Political Methodology (POLS 7012, similar to PSYCH 6420, teaches R and correlational techniques)
- Intermediate Political Methodology (POLS 7014, similar to PSYCH 6430, uses R and some OLS techniques)
- Applied Bayesian Methodology (POLS 8510)
- Advanced Quantitative Methods (POLS 8501, Advanced Regression applications, Limited Dependent Variables)
- Organizational Behavior (MGMT 9840)

Students are also advised to consider courses available on Coursera or Udemy. Free courses are available as long as you do not ask for certificate or degree. UGA does not consider these courses to fulfill credit requirements.

Note: Specific courses and sequencing of courses subject to change.

APPENDIX C

PhD Program Guidelines for Research Assistantship

1. 1st year PhD students will be assigned to one or two faculty members as Research Assistants (RAs). They are expected to obtain exposure to research related work. This work is at the discretion of the faculty member. The only condition is that it should be research related work (any task that is part of a research project: e.g., data work, literature reviews, survey implementation, running the behavioral lab etc.). All such work is invaluable to a student's understanding of the research process. Students should not expect co-authorship unless their contribution is assessed by the faculty member as substantial to the development of the journal ready manuscript. Faculty members are urged to be fair in assessing the students' contribution. At the same time, the student should try to take advantage of their association with the faculty member to develop ideas about their 1st year paper that is eventually due end of their 1st year summer. Faculty members are urged to only help in the idea development and implementation, the work should be of the student. It is the PhD coordinator's job to match students with faculty members in terms of area of interest and mentoring preparedness.
2. 2nd year PhD students will be assigned to one or two faculty members as RAs in at least one semester. If the association in the 1st year works to both student and faculty satisfaction, the student will often remain assigned to the faculty member. The student can be assigned to different faculty as there is value in being exposed to different research styles of faculty. Faculty members are urged to involve students in research projects that most likely will involve co-authorship. As a result, the student should be ready to contribute meaningfully and substantially to the project. It is the PhD coordinator's job to assign students to faculty members such that the association is most likely to result in development of at least the candidacy paper if not other co-authored projects. However, the student is expected to complete research related assignments for the faculty member that do not involve co-authorship. Assigned faculty members are urged to talk openly with students and assign work that seems fair given students' ongoing classes and research commitments.
3. In a non-teaching semester, 3rd, 4th and 5th year PhD students will be assigned to a faculty member who is most likely to serve or is already serving as dissertation chair for the student. If the student is involved substantially in projects with other faculty members, the student may be assigned to the dissertation chair and another faculty member. Students are expected to work with their assigned faculty primarily on dissertation related work and other co-authored projects. Students should understand that that these projects are helping them build their research portfolio, which is invaluable for job prospects and eventual tenure. However, the student is expected to complete research related assignments for the faculty member that do not involve co-authorship. Assigned faculty members are urged to talk openly with students and assign work that seems fair given students' ongoing classes and research commitments.

APPENDIX D

Template of Proposal to Request Additional Research Funding

The final decision for all PhD student research funding lies with the department head, who will consult with faculty co-authors and the PhD coordinator. Students should provide a one-page proposal to the department head and PhD coordinator that includes the following information:

1. The title and abstract of the research project (s).
2. Co-authors names, affiliations and titles.
3. Detailed research design that should include number of surveys, approximate participant size of each survey, proposed experimental design (kind of factorial design), type of platform to be used, \$ estimate for each component of research design. Also, provide a total \$ estimate of need. If data needs to be purchased, provide a detailed description of the dataset, why it is critical for your research and other alternate options that have been explored.
4. Reason why co-authors cannot contribute from their research budgets. A note from co-authors (only internal faculty co-authors) stating why they cannot help with funding.
5. Proposed journal (s) for publication or review stage at journal (s).